

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended): A packaging or display device for packaging or displaying an associated product the product comprising a holder that in use secures [[an]] a separate object, the display device comprising a backing card, the backing card comprising an object portion that visually simulates the separate object by depicting a portion of the separate object, wherein the object portion and the backing card comprise a single piece of material, and wherein the object portion cooperates with the product to secure the associated product to the backing card and to visually simulate the product securing the separate object when the product is used.

2. (Original): The device of claim 1, wherein the product is a holder for securing an object.

3. (Original): The device of claim 2, wherein the holder comprises a base that can be mounted on a surface or object, a pair of jaws, and a means of resiliently biasing and guiding the jaws to releasably hold an object.

4. (Original): The device of claim 1, wherein the backing card comprises paper, cardboard, or plastic.

5. (Previously Presented): The device of claim 1, wherein the object portion is a die-cut from the backing card material to provide an outline of the object to be held.

6. (Original): The device of claim 1, further comprising graphic images that depict the object or the use of the product.

7. (Original): The device of claim 2, comprising one or more additional products.

8. (Previously Presented): The device of claim 2, wherein the object portion is configured for being held by the product.

9. (Previously Presented): The device of claim 2, wherein the object portion is embellished with at least a portion of a graphic image of the object to assist in visually simulating the product securing the object when the product is used.

10. (Currently Amended): A packaging or display device for packaging or displaying an associated product that in use secures an object, comprising a backing card and an object portion that depicts the object, wherein the object portion and the backing card comprise a single planar piece of material, the object portion and being partially separable from the backing card to receive configured for receiving a portion of the product therebetween, and wherein the object portion cooperates with the product to selectively secure the product to the backing card and to simulate the product securing the object when the product is used.

11. (Previously Presented): The device of claim 10, wherein the object portion includes a strip connected at a first end with the backing card and wherein the strip is configured for extending across the product to simulate the product securing the object when the product is used.

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12. (Previously Presented): The device of claim 10, wherein the object includes a handle and the strip is configured to depict the handle of the object.